

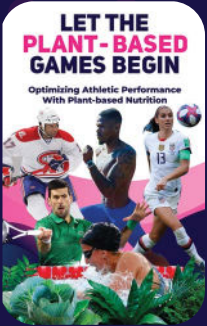
# '23 & YOU!

## SWITCH4GOOD ANNUAL REPORT HIGHLIGHTS

Passion, drive, and disruption are in our DNA. We are fearless, inventive, and effective. We moved the dial this year on our mission to wean the world off dairy with meaningful, measurable impact! **But we couldn't have done it without you.**



## CHANGING FOOD POLICY



✕ Released **PLANT-BASED PLAYBOOK** (co-developed with International Olympic Committee) to over 50,000 Pro, Olympic & University trainers, coaches, and dietitians.



✕ Delivered unprecedented **CEU WEBINAR** to the Academy of Nutrition and Dietetics debunking baseless claims about the negative health effects of soy and cultural biases embedded in the Dietary Guidelines for Americans.

✕ **KiDS**  
kids + dairy symptoms

Created **KiDS PROGRAM** to reprogram healthcare professionals and teach parents the health risks of dairy, including fatal anaphylaxis.

✕ Advising Paris'24 & LA'28 **OLYMPIC PLANNING COMMITTEES** on how to incorporate plant-based, dairy-free options into athlete and audience meal planning.



✕ **PARTNERED** with Green Sports Alliance (GSA) and Association for Advancement of Sustainability in Higher Education (AASHE) to promote plant-based nutrition to Sports and Higher Education as a core sustainability strategy.





Introduced the **ADD SOY ACT** in the House (March) and Senate (September) to make plant milk available to 51 million school children. When the bill is passed, it will be the single biggest improvement to the National School Lunch Program since its inception in 1947!



Marielle Williamson  
Dotsie Bausch



## EXPOSING BIG DAIRY'S LIES

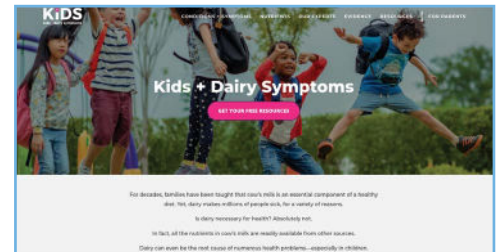


Launched **TWO NEW WEBSITES** to amplify public awareness of Big Dairy's strategic misinformation and disinformation campaigns.

[killermilk.com](http://killermilk.com)



[kidsandmilk.org](http://kidsandmilk.org)



Launched **TWO BILLBOARD CAMPAIGNS** in multiple cities:

Two waves of Killer Milk billboards in LA & Atlanta garnered **40 million** impressions.

Three Chicago Marathon Ditch Dairy billboards garnered **over 4 million** impressions.



# SCIENTIFIC RESEARCH

✕ Completed and defended **3 CLINICAL STUDIES** to be released in 2024:



**1 PILOT STUDY WITH THE UNIVERSITY OF SYDNEY** examining short-term effects of cow's milk versus soymilk consumption on hormonal responses following intense resistance training in male weightlifters.

**2 EATING DISORDERS & VEGANISM:** qualitative research on how veganism influences the relationship with food in the context of eating disorder recovery.

**3 BULLETPROOF COFFEE:** analysis of health claims of bulletproof coffee, butter, and MCTs.

✕ Released **CLINICAL PATHWAY AND EDUCATIONAL TOOL** via St. Jude's for brain injury support incorporating plant-based nutrition.

## LIVE EVENTS

✕ Completed **4 LIVE IN-PERSON EVENTS:**

- 1** Planted Expo (Vancouver, Canada)
- 2** Orange County Marathon (Orange County, CA)
- 3** SoCal VegFest (Costa Mesa, CA)
- 4** Chicago Marathon (Chicago IL)

Garnered total:

**160,000 TOUCHPOINTS**  
**40,000 ENGAGEMENTS**  
**5,000 CONVERSIONS**



**S4G**

# 2023 IMPACT

This year alone, we reached **240 million** people, had **5.8 million** engagements and **571,000** conversions, via our Google grant, social media, ads, the Podcast, our websites, campaigns, and other programs.

## LIFETIME IMPACT

Since January of 2019, Switch4Good has reached **640 million** people from all over the world. We have engaged with **12.8 million** people. And we have converted **2.2 million** people to a dairy-free, plant-forward diet. We host an award-winning Podcast with **4 million** viewers.

## WHO IS SWITCH4GOOD?

Founded by Olympic silver medalist Dotsie Bausch in 2018, Switch4Good takes a multi-pronged approach to attacking the problem of Big Dairy by creating widespread change through our **4 Pillars: IMPROVED HEALTH, ENHANCED EVERYDAY PERFORMANCE, FOOD JUSTICE AND PLANETARY RESPONSIBILITY.**

We've come a long way in 5 years. From a modest start—urging athletes to ditch dairy and improve performance—we've added **clinical research, social justice advocacy, climate change activism, food policy lobbying, and so much more** to our wheelhouse. And guess what? Because of the approach we take, respected organizations—many with a track record of dairy industry endorsement—started inviting us to talk. The **Academy of Nutrition and Dietetics**. The **American Academy of Pediatrics**. The **International Olympic Committee**. The **Wall Street Journal**. The **Paris'24** and **LA'28 Olympic planning committees**. The **United States Congress**. And others we can't yet announce.

**Our mission**—to wean the world off dairy—requires a wholesale shift in mindset, values, and behavior among the general population. We always knew we could only catalyze that paradigm shift from the inside—sitting at the table where food policy decisions are made. In 2023, that started to happen.

Thanks for your continued support.  
**We can't do this without you.**